



June 27, 2001



**News from the Washington State
Department of Health, Tobacco
Prevention and Control Program
Contractor Newsletter June 27, 2001**

New Newsletter Schedule

As promised in our last newsletter, you can now look forward to new editions every two weeks. This change should mean it will take you less time to read each newsletter and what you read will be more current. There is always a lot happening in the Tobacco Prevention and Control Program (TPCP) and we want to keep you in the loop. As the new “editor” of these pages I would like to hear your suggestions for further newsletter or communications improvements. Among the changes we are considering: adding tobacco related news items from other sources, and printing submissions from contractors with information to share. If you would like to see these or other improvements, let me know.

Contact Larry Champine at (360) 236-3614 or email larry.champine@doh.wa.gov.

2001-2003 Budget Approved

Today, Governor Locke approved a 2001-2003 operating budget that includes approximately \$17.5 million annually for the Tobacco Prevention and Control Program, an increase of nearly \$2.5 million per year.

Where should the increase of funding go? What activities will give the most bang for the buck in driving down youth and adult tobacco use prevalence? Fortunately, many of the answers have already been thought through. They are outlined in the plan the Washington State Tobacco Prevention and Control Council created in December 1999. The council’s original plan recommended implementing a wide range of activities to be carried out over ten years. The plan called for a program based on science and the experiences of other states. The estimated cost was \$26 million per year. When the program received \$15 million for its first year, the Council adapted its plan to fit within the lower allocation, but in the process many activities were scaled back or totally eliminated. You can find a description of how activities were impacted in the September 2000 Tobacco Prevention and Control Plan, pages 25-27. DOH will return to the Council’s plan to guide its choices about where to place resources during 2001-2003.

In order to get contracts in place by July 2001, we will base county and school contracts on current year amounts. Staff will update those contracts impacted by the new budget through an amendment later in the year. You will be hearing much more about the 2001-2003 budget soon.

Contact Terry Reid, Program Manager at (360) 236-3665 or email terry.reid@doh.wa.gov.

Media Campaign

In May, youth helped us select four new television ads and five new radio spots. The new ads will hit the airwaves later this month. The spots will run through the summer on the same stations we've used since the campaign launch last fall. Place-based media in shopping malls and theater lobbies will appear again in August. In September, we will take another look at placing ads again in venues such as transit and billboards.

We are continuing direct response television advertising for the Quit Line; look for the new ad featuring "Debi" after she quit smoking.

Later this month TPCP contractors will receive a resource they can use to support the media campaign and the Quit Line in their communities. The kit is labeled, "The Case for Tobacco Prevention." In it you will find:

Endless loop/self-repeating video of television spots

Laminated posters (Debi, Zack and two quit line posters)

Sample promotional materials (Quit Line check stuffers, brochures, posters, air fresheners)

If you have questions about the resource kit, contact your contract manager.

On another note, we're facing some changes on the campaign team over the next few months. The contract with our current advertising vendor ends on June 30, 2001. We have decided to conduct an agency review to find another advertising contractor. We anticipate a new contractor will be on board in September 2001. Our media advocacy contractor will remain with MWW/Savitt.

For further information contact Lisa K. LaFond at (360) 236.3634 or email lisa.lafond@doh.wa.gov.

Environmental Tobacco Smoke Resources: FREE FREE!

The Environmental Protection Agency has a Community Action Kit available for "Protecting Children from Exposure to Second Hand Smoke." Just call 1-800-513-1157 and request the Community Action Kit. The kit consists of a binder of tools and the "Poisoning Your Children" videotape. EPA also has a smoke-free "home pledge" program that your community may participate in. Just ask the person at this 800 number for information. Thanks to Meg Hagemann from Kitsap County for this heads-up.

Clearinghouse Specials

We are about to discontinue our stock of the popular posters and notepads featuring Debi smoking through a hole in her neck. You can order up to 500 posters or 100 notepads, but order soon.

We are out of Quit Line check stuffers and Quit Line brochures. We expect to receive a new supply in August, but please hold orders for these items until we announce that they are available again. Quit Line posters and four different business cards with Quit Line contact information are still available.

When ordering from the Clearinghouse, please plan ahead. Delivery may take up to 4-6 weeks during the summer.

To place Clearinghouse orders contact Carla Huyck (360) 236-3678 or email at carla.huyck@doh.wa.gov.

DOH participates in gay pride parade

The Tobacco Prevention and Control Program sent three staff members to the 2001 Seattle Pride Festival and March on June 24. Staff members Dave Harrelson, Carla Huyck and Tom Wiedemann drove a car decorated with Quit Line banners in the Pride March and dispensed 6,000 Quit Line lollipops along the two-mile route.

DOH also provided Quit Line promotional materials including flyers, lollipops and Outrage Avenue litter-bags and air fresheners to Public Health Seattle King County to hand out at their festival booth. DOH provided similar materials to the Lesbian Cancer Society for promoting the Quit-Line and supporting the TIGER Survey, a 48-question survey of tobacco use in the GLBTQ (gay, lesbian, bi-sexual, transgender, and questioning) population. The Society collected over 468 surveys.

DOH received very positive feedback from event organizers and participants. They greatly appreciated DOH's presence and the DOH car was cheered at several points on the parade route. Dave, Carla, and Tom agreed the event was a lot of fun and generated a lot of positive publicity for DOH.

For further information, contact Tom Wiedemann at (360) 236-3643 or email at tom.wiedemann@doh.wa.gov.

AG's Award to Benefit Anti-Tobacco Programs

Attorney General Christine Gregoire recently awarded \$500 grants to ten anti-tobacco programs. Each grant is part of an award Gregoire received in 2001 from the American Legacy Foundation for her leadership in the 1998 settlement against the nation's largest tobacco companies. The American Legacy Foundation annually recognizes one or more individuals who advance the work of tobacco control, and the honor includes a donation in the winner's name to a youth tobacco prevention organization.

The following programs received grants:

- **Toledo's Middle School SADD chapter:** Plans to hold a contest for K-8 students to create illustrations of the slogan "Don't try it ... not even once." The winning illustration will be used on a billboard created by the high school shop class and displayed in downtown Toledo.
- **Tobacco Free Skagit County Youth Council:** Has developed public service announcements to prevent smoking and encourage smokers to quit. Young people on the council conducted peer education classroom presentations within their school districts, and assembled Quit Kits for distribution at the local mall.
- **Tobacco Free Thurston County's SPLAT (Students Protesting Lies About Tobacco):** Plans to encourage high-risk youth to quit smoking via newspaper

advertisements, flyers, “Quit Kits,” and cessation classes. They will create 10-12 community education infomercials for broadcast on TCTV.

- **Lummi Tribe Peer Educators:** Will educate youth, provide training opportunities, and develop skills and self-confidence in public speaking. The peer educators will provide education sessions at Lummi Tribal School and Eagle Ridge Elementary School and plan a poster contest to coincide with the Great American Smokeout. Two youths will attend the Washington State Department of Health Youth Tobacco Summit.
- **SafeHaven:** Provides education about bullying, drugs, alcohol and tobacco to Toppenish youth. The center will use the grant to expand its educational efforts and produce Spanish-language anti-tobacco information.
- **El Centro De La Raza:** Will use the grant to educate its staff and youth about the harmful effects of tobacco. Beneficiaries include the Minority Outreach Program, Hope for Youth Poetry, History Leadership Programs, and the after-school program.
- **Youth Leadership Spokane:** Plans to survey the location of tobacco advertisements at local retailers and use that information in their education efforts. They will also use the grant to raise awareness about the amount of smoking in movies.
- **Tobacco Free of Benton-Franklin Counties SHOUT:** Students will produce an anti-smoking public service announcement. The public service announcement they aired on the local MTV channel last year received a strong positive response.

Also receiving grants were the Washington Alliance for Tobacco Control and Children’s Health (WATCH) and Bremerton/Kitsap Health District (STAND).

The information in this article was condensed from a press release issued by the Washington State Attorney General’s Office. Contact Brian Smith, Policy and Government Affairs (360) 664-4953 or Carly Crouch, AGO Public Affairs (360) 586-1636.

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